

Landmark Group launches uniQue to refresh Middle East furniture sector

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Feb. 12, 2008 - [PRLog](#) -- The Middle East retail giant Landmark Group today launched a new retail furniture concept in Abu Dhabi targeting the lifestyle conscious professional, with plans to open a further ten uniQue showrooms across the GCC by the end of 2010.

The 36,000 square-foot uniQue store at Liwa Centre, Hamdan Street, is adjacent to the Group's existing Home Centre, one of a chain of over 50 showrooms across the Middle East and India.

Luke Rolfe, Retail Operations Manager, said the uniQue offering complimented Home Centre by offering a discerning range of inspired furniture that was still affordable. He said: "It is the sort of furniture you would expect to find in a bespoke, boutique hotel; tasteful, made of solid wood and high class materials and built to last for generations."

Rolfe said the refined but affordable furniture sector was largely ignored in the GCC and that uniQue is a direct response to the exponential economic growth and real estate boom, leading to a growth in the upper middle class market. uniQue's tasteful and durable range of solid furniture also targets the corporate and hospitality sectors.

He said three stores will be located in Dubai, the first at the new Oasis Centre which will open this autumn and cover 39,000 square feet, joining the recently inaugurated 30,000 square-foot uniQue showroom at Al Ain Mall.

Rolfe characterised the unusual layout of the store as a showroom of individually decorated show rooms. There are a total of 36 internal lounges, dining rooms and bedrooms, each one fitted out by an interior designer with a complete range of furniture, soft furnishings, accessories and works of art.

The ground floor of the three storey showroom is devoted to decorative homeware, gifts, a cohesive range of superior quality bedding and luxuriant spa accessories. The first floor features traditionally inspired furniture in the French and English traditions while the third floor showcases timeless modern and transitional designs.

Ends

uniQue is a division of Landmark Retail LLC, the holding company for Centrepoint, Babyshop, Shoe Mart, Splash, Lifestyle, Home Centre, Max, E-Max and Landmark International. uniQue, the uniQue logo, and Q Home Décor LLC are either registered trademarks or trademarks of Landmark Retail.

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